

PENNEY'S

J. C. PENNEY CO., INC.

Warm Chesterfield Fleeces! Good Winter Coats 1975

High in Fashion!—Low in Price!

Top—everything all wool fleeces and newly smooth fabrics boasting softly rounded lapels, gentle shoulders, new flange fronts. Glowing new colors.

Chesterfield Hits

Soft Fitted Styles
Casual Boy Styles

Penney's Second Floor

Well Tailored

**SUIT
19.75**

Precision-tailored like a man's suit, yet softly detailed in the new manner. Lapels are gently rounded, waistlines softly tucked and daped, skirts gracefully pleated, buttons brighter, bolder.

Penney's Second Floor

**LITTLE
TOTS'
3-piece
COAT
SET
7.90**

Soft Fleece Fonda Cloth Coat, Leggings and Hat! Tiny tot princess coat, trimmed with a white crocheted edging that looks like angora, warmly lined, easy and comfortable to wear. 8-inch zipper on leggings, suspender-grin top. Bonnet to Match. 69c Penney's Second Floor

**Boys' Plaid
JACKETS**

Warm and Practical for School

3.98

Thick, fleecy plaid fabric. Deep fall tones that are so practical for school wear! Some button-front and some zipper-front closing. Slash pockets to keep his fists warm. Sizes 6 to 18. Penney's Main Floor

**Women's Warm Quilted
SATIN ROBES 7.90**

Rich jewel tones in slim, wrap-around design with softly shirred bodice. Snug and warm pastel robes, gay as a garden. Fitted wrap-around style. Sizes 12 to 20. Penney's Second Floor



Fashion Leaders Now...
...and Much Later

Madge Davis Dresses

9.90

Siren-slim styles of rough-textured rayon crepe, strategically molded and draped through skirts and bodices for real figure loveliness. Extra flattery, too, in the deep-curving necklines. The brilliant jewelry touches. High shades or black. Sizes 12-20. Penney's Second Floor



**INFANTS' DISPOSABLE
DIAPERS
1.00**

Box of 40
Texlin disposable diapers.
Soft, warm, absorbent and
sanitary. No washing.
Penney's Second Floor



**100% Wool
KNITTING YARN
2-oz. skein 49c**

100% wool, 4-ply, in a grand selection of colors. Perfect for sweaters, socks, gloves and helmets for your family and for your Red Cross work. Penney's Balcony

Girls' Smart Serviceable
Rayon Gabardine
SCHOOL DRESSES
Age 7 to 14
4.98

Peter Pan collars, lace-trimmed square necks, belts to the back, belts at the side, little pockets to hold a hankie, full skirts or princess lines. Washable and practical for school.

Penney's Second Floor

Girls' Warm
**WINTER COATS
7.90**

Soft and Comfortable As Her Teddy-Bear!

Warmth in abundance in this thick fleecy boy coat. Deep patch pockets to keep her hands warm while waiting in line in the schoolyard! Interlined throughout! 7 to 14.—Penney's Second Floor.



**WARM
Overcoats**



light-weight
light-priced

16.50

Thick, warm coat. Single breasted fly front. Set-in split sleeve, notched collar. A comfortable broad shouldered model, right for fall. Blues, Browns and Tan. 33-46.



Colorful Sweaters

INCREASE SCHOOL WARDROBES

Budget Priced TEEN-AGE CLASSICS

Short-sleeve, crew-neck slipovers. Half wool and half rayon in fine gauge knitting. Lady Blue, Jockey Red, Maize and Pink. 10-16. **1.98**

WARM, COLORFUL SPORT STYLES

Button-down-the-front long-lined slipovers with push-up sleeves. Cardigans to match, in fall's best shades. Warm as toast! **2.98**



Men's Fall Marathon

HATS

4.98

Genuine fur felts styled to fit your particular preference. Snap or turn-up brims with hand-felted or bound edges and wide or the new narrower bands. In the best fall and winter shades.

Penney's Main Floor

Men's Warm
**FLANNEL SHIRTS
4.98**

A Man's as Happy as He's Comfortable!
Gay, washable plaid fabric. Long sleeves, two button-down pockets, open front model. Ocean pearl buttons are in good taste. Penney's Main Floor

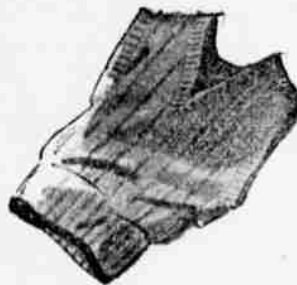
Heavy All-Wool
Red Plaid
**Hunting SHIRTS
4.77**

Large red plaids, in warm, 100% wool fabric. Sturdy and long wearing. Size 14½ to 18. Penney's Main Floor



Men's Warm All Wool
**SLEEVELESS
SWEATERS
2.98**

Because it's all wool, you know every stitch means sturdy, enduring warmth that will hold its shape and trim good looks. Small, medium and large. Penney's Main Floor



We Now Have a Stock of Men's
Fine Cape

**LEATHER
JACKETS**

14.50

Fur coat length. Smart button and zip front styles in tan and dark brown, lined. Warm and lasting service. Large patch and slash pockets. A thumping good all-leather coat, soft and flexible. Size 36 to 46.

Penney's Main Floor

Men's All-Wool
Navy Blue Cossack Style
**COATS
4.98**

Thick fleecy material. Button front; some zippers. 23 inches. Made of heavy 32-oz. Melton cloth. A real coat for the outdoor man. Sizes 36 to 46.

Penney's Main Floor



*Now
Here
is a
Shoe*

FOR SMALL BOYS!
A Value You'll Find
It Hard to Match!

- ALL LEATHER
- Scuffless Toe Tips!
- Plastic Soles!
- New Antique Finish!
- Healthy Sanitized* Linings!

Sizes 12-3 **2.69**

Sizes 8½-11½ **2.49**

• Ask for Style No. 7151